Theme: Driving Excellence Across Industries

The ASQ Joint Divisions Virtual Conference brings together Quality professional across a variety of industries to share insights, learn best practices and engage in professional networking opportunities for attendees. For the first time ever, five technical divisions join forces to produce an outstanding multidisciplinary program that will appeal to all areas of industry. Attendees have the chance to choose their own adventure (i.e. pick your track) for the live sessions AND will have the chance to view the recordings at the conclusion of the conference so you don't have to worry about missing a single session!

Sponsoring Divisions: Quality Management Division, Software Division, Energy and Environmental Division, Government Division, Design and Construction Division.

The three-day event features daily keynotes and up to 12 sessions per day within three concurrent tracks. Held July 22 -24, 2025 starting at 10am ET and ending at 3pm ET, this will be a totally virtual conference. You can learn from the comfort of your home or office with no travel needed. RUs will be awarded for attendance.

Conference Overview

The conference will feature three distinct tracks, each designed to highlight cross-industry challenges and opportunities. To view full program details, click here.

The tracks are as follows:
- **Cutting EDG^e Practices***
- **Process Excellence**
- **Digital Transformation**

*EDGe = represents ASQ Divisions: Energy and Environment (E), Design and Construction (D), and Government (G)

Sponsoring Divisions

Quality Management Division
ASQ Excellence Through Quality®

Software Division
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Design & Construction Division
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ASQ SYNERGY FOR SUCCESS

Keynotes

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Dr. Adil Dalal - Opening Keynote

Tuesday, July 22, 2025, 10 am ET

Developing a Mindset of Excellence: Staying Competent in the Era of AI

This presentation is based on the multiple-award-winning book, *The 12 Pillars of Project Excellence* it will provide you with a practical blueprint that will allow leaders to develop a permanent mind-set of excellence and consistently achieve exceptional business results. Leaders that can develop a mindset of excellence set themselves apart from the pack and become the 'Leader of Leaders', leaving behind a rich legacy. This will be an invaluable mindset to stay competent in the age of AI. This keynote provides a practical step-by-step cutting-edge method based on the neuroscience of excellence and its impact on organizational cultures. The valuable lessons learned from overcoming challenges while leading over 350 programs to successful conclusions are distilled into this powerful keynote.

About the Speaker

Dr. Adil Dalal, DBA is a globally recognized C-suite executive and transformational leader with over 20 years of experience driving cultural and organizational excellence across 25 industries on five continents. He is the CEO of Pinnacle Process Solutions, Intl., and serves on the Forbes Executive Council. He is also Chair-Elect of ASQ's Lean Enterprise Division and past Chair of the Human Development and Leadership Division.

Dr. Dalal has trained over 9,500 leaders worldwide in disciplines spanning artificial intelligence, leadership, lean, quality, visualization, and cultural transformation. A prolific author of seven books—including the multi-award-winning 'The 12 Pillars of Project Excellence'. Dr. Dalal is a highly sought-after international keynote speaker, having delivered over 100 impactful talks worldwide. He has spoken at prestigious platforms such as TEDx Brussels, the House of Lords (London), the Saudi Quality Conference, and global organizations like PMI, ASQ, SME, and Shingo. His accolades include the ASQ Crosby Medal, Shingo Publication Award, Global Power Leader for Innovation and Coaching, Most Inspiring Thought Leader Award, and the Axiom Best Business Book Award, among others. Dr. Dalal holds certifications in Data Science, Six Sigma Black Belt, Executive Coaching, and Lean Excellence. He earned a doctorate in Business Administration and is pursuing a Doctorate in Science, along with master's degrees in engineering management and mechanical engineering.

Keynotes

Peg Pennington – Wednesday Keynote

Wednesday, July 23, 2025, 10 am ET

The Silver Bullet: Using Great Processes to Solve Great Challenges

In a world of increasing complexity – shortened lead times, global competition, and increased regulation – we arguably should expect more system failures, or system "accidents." In this presentation, Pennington focuses on how operationally excellent companies respond to system complexity to build sustainable, high-quality and robust processes that not only meet but exceed customer expectations. Attendees will walk away with a comprehensive picture of the unique role the lean management system plays in reducing complexity.

About the Speaker
Peg Pennington champions critical thinking and problem-solving as essential skills for all organizations. With over two decades of experience, she is a dedicated team builder and a passionate advocate for fostering a culture of innovation. Currently serving on the board of directors at LEI (The Lean Enterprise Institute), Peg actively contributes to conducting research and disseminating practical information that advances lean thinking and practices. In her role as an educator and process improvement thought leader at MoreSteam, Peg works closely with global clients to instill a continuous improvement mindset and ignite a passion for problem-solving.

Keynotes

Dr. Nicole Radziwill – Thursday Keynote

Thursday, July 24, 2025, 10 am ET

Navigating the Invisible Forces that Drive Successful Teams

Every workplace has an invisible "operating system" of unspoken norms, psychological histories, and power dynamics that determine team success more than any formal process. Traditional management and collaboration strategies ignore the fundamental truth that unacknowledged differences in openness, engagement preferences, and work expectations create invisible tensions that formal processes can't resolve. Rather than trying to force people, process, and technology to align, we show how AI can illuminate how "fitness for purpose" and natural variation within and between people can transform engagement and performance in your organization.

About the Speaker
Nicole Radziwill, PhD, MBA is Chief Data Scientist for team-x.ai, fractional CTO/CDAIO for multiple clients through Qzuku and IQ Labs, Academician in the International Academy of Quality (IAQ) and a Fellow of the American Society for Quality (ASQ). She is an ASQ Certified Six Sigma Black Belt (CSSBB) and ASQ Certified Manager of Quality & Organizational Excellence (CMQ/OE). She is the author of Connected, Intelligent, Automated: The Definitive Guide to Digital Transformation and Quality 4.0 and Data, Strategy, Culture & Power. Connect with her on LinkedIn.

Tuesday Program – July 22, 2025

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10:00 am – 11:00 am ET	Opening remarks by Conference Co-Chairs and Keynote: **Developing a Mindset of Excellence: Staying Competent in the Era of AI** April Thomas and David Larsen, Conference Co-Chairs, Dr. Adil Dalal, Keynote speaker

Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
11:00am – 11:45am ET	**Beyond Projects: Operationalizing Strategic Transformation for Lasting Process Excellence** Speaker: Dr. Rhonda Farrell Too often, continuous improvement efforts are confined to isolated projects—delivering short-term gains but failing to drive sustained transformation. In this session, I will share a dynamic and strategic framework for operationalizing transformation across the enterprise—shifting quality from a set of tools to a way of thinking, working, and leading.	**Excellence Through Quality - Road Map** Speaker: Dr. Omer Eltigani Regardless of their size, type, and/or sector; Excellence is the dream of every organization around the globe. Excellence is the ultimate goal for every business. Consciously or unconsciously, whether they planned for that or not planned; Organizations strive and work hard to achieve Excellence by improving their performance to stand out of competitors and dominate the marketplace. Excellence is about achieving outstanding and sustainable business results at the different organizational aspects such as leadership, strategy, people, processes, outsourcing, customer relationship, customer satisfaction, etc.	**Artificial Intelligence 101: A Guide for Continuous Improvement Practitioners** Speaker: William Harvey Discover how artificial intelligence (AI) is transforming the way we solve problems, analyze data, and create efficiencies in our organizations. Designed specifically for continuous improvement practitioners, this session breaks down complex AI concepts into simple, actionable insights you can use right away.
12:00pm – 12:45pm ET	**Bringing Quality to Government Operations: How the ASQ/ANSI G1 Standard Provides a Guiding Star for its Efficiency and Effectiveness** Speaker: Richard E. Mallory In March of 2021, the ASQ Government Division published the ANSI G1 standard, that included a new and unique means of scoring the maturity of quality practices used in systems and in processes. The standard was created to fit the unique challenge of quality applications in government, and its use and recognition has been growing progressively since that time. The U.S. Naval Weapons Centers are early implementers of ANSI G1 as are two Federal Courts, and the California Department of Transportation. In addition, the Government of the Philippines has recently sponsored a training for its Executive agencies, and 50 examiners from around the world have been trained in its use.	**The Symbiotic Relationship of Measurement System Analysis and Process Capability** Speaker: Jd Marhevko Whether in the design lab, product testing, or in the work environment, engineers are typically measuring something with some type of instrumentation. The ultimate question is, how do you know that the answer is right? (Note: This is not about calibration). What risks might we bear if our evaluation is wrong? Attend this session to understand how measurement system analysis (MSA) and process capability (Cpk) are interdependent on each other to ensure an effective decision during product and/or process design.	**Exploring Quality 4.0 and the Way Forward in the Quality Journey** Speaker: Jiamei Wang In the current era of rapid technological advancement, including digitization, automation, and artificial intelligence, organizations are undergoing significant transformations. Adapting to these changes is crucial for organizations, and identifying the optimal starting point and strategies for future readiness becomes paramount in the planning process. This presentation examines the evolution and implementation of Quality 4.0 (Q4.0) within the context of Industry 4.0 (I4.0) technological advancements.

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Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
1:00pm – 1:45pm ET	**From Lean to Green: Embedding Sustainability into Operational Excellence Programs** Speaker: Fredie More Franco Pablo As industries face intensifying pressure to meet climate commitments while remaining competitive, operational excellence can no longer ignore sustainability. This presentation explores global best practices from leading organisations that have successfully integrated sustainability into their operational excellence strategies—offering inspiration and practical lessons for quality professionals, operations leaders, and ESG strategists.	**Why Wait Until It is Too Late to Engage Your Value Chain? Learnings from a Successful Receivership.** Speaker: Frank Murdock In a typical receivership, a third-party consultant is called in by the bankruptcy court to manage the ongoing operations and either facilitate the sale of the company to another business or liquidate the assets and distribute the revenue resulting from the sale to the creditors. A description of this process, along with reflections and learnings on how to prevent the bankruptcy in the first place, is presented in the context of a small Midwest manufacturer of custom equipment to two large, automated equipment manufacturers/ integrators. This is done through the lens of the Lean Value Chain principles.	**Quantum Leap in Quality: Harnessing Quantum Computing for Digital Transformation** Speaker: Akhil Reddy Bairi As organizations implement Digital Transformation, a new frontier is emerging that can possibly transform the way we innovate and guarantee quality: quantum computing. Quantum computing is still under development, but it is approaching maturity and has numerous potential applications across various industries, including pharmacy, logistics, cybersecurity, and finance. This revolutionary technology can address challenges that were previously infeasible to solve using classical computation methods, resulting in enhanced accuracy and performance. This presentation will explain how quantum computing can collaborate with Quality 4.0 principles to redefine conventional testing, verification, and optimization activities.
2:00pm – 2:45pm ET	**Replacing the Traditional Audit Checklist With a Virtual, Risk-Based, Investigative Framework** Speaker: Rob De La Espriella Join us for this insightful webinar, where we'll explore how a modern virtual framework can help you move beyond compliance-based audits and assessments. The approach presented in this webinar is designed to help auditors and assessors improve the quality of their findings, which will help organization strategically allocate resources to more effective corrective actions and reduce overall risk.	**Extreme Agile Servant Leadership: Your Dream Team is Waiting!** Speaker: Brittain Silver In today's dynamic business environment, leadership is not just about achieving results—it's about serving others, empowering teams, and fostering a culture of collaboration. Extreme Agile Servant Leadership takes this concept to the next level by emphasizing selflessness, deep empathy, and a commitment to empowering individuals to unlock their full potential. This approach is especially critical in quality management, where collaboration, innovation, and continuous improvement are the keys to success. This presentation will explore how Extreme Agile Servant Leadership can revolutionize the quality management landscape by creating self-managing, empowered high performing teams, driving innovation, and achieving exceptional outcomes.	**Beyond the Hype: AI for Today—and What It Might Do Tomorrow** Speaker: W. Frazier Pruitt Artificial Intelligence (AI) is everywhere—on your newsfeed, in your tools, and probably in more vendor sales pitches than you'd like. But how useful is it really for quality professionals? Spoiler alert: it's not replacing you anytime soon. But it might just become a surprisingly helpful productivity partner. "Beyond the Hype: AI for Today—and What It Might Do Tomorrow" takes a clear-eyed look at where AI succeeds, where it fails, and how we can use it more wisely in quality work. We'll explore a set of real QMS use cases—from document control to audits to training—and evaluate what AI does well, where it struggles, and what that tells us about its current (and possible future) role in quality. We'll avoid the extremes: this session isn't about embedding AI into your ERP/MRP system or uploading your entire document repository to a chatbot. But it also won't stay theoretical. We'll try out a few small, practical examples together—tools you can use today in your actual work. Along the way, you'll gain a better feel for how to evaluate AI's strengths and weaknesses with more nuance. We won't become AI super-users in one session—but you might leave thinking more critically about how (and where) AI can genuinely help. You might even walk away with a new AI trick or two. This session is for anyone curious, skeptical, or just trying to make sense of what AI means for their day-to-day work in quality.

Wednesday Program – July 23, 2025

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10:00 am – 11:00 am ET	Opening remarks by Conference Co-Chairs and Keynote: **The Silver Bullet: Using Great Processes to Solve Great Challenges** April Thomas and David Larsen, Conference Co-Chairs, Peg Pennington, Keynote speaker

Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
11:00am – 11:45am ET	**Driving Excellence in Design & Construction: Best Practices for More Efficient Projects** Speaker: Osman Ali Aboud Ahmed In design and construction, efficiency is essential to meet client demands for faster delivery, lower costs, and superior quality. By adopting best practices, organizations can optimize workflows, reduce waste, and significantly improve overall project performance. Below are several critical areas to focus on for achieving greater efficiency in design and construction projects.	**W.I.S.E. and C.A.L.M. Leadership: Where Timeless Principles Meet Today's Challenges** Speaker: Dr. Hung Le Have you ever faced a critical leadership decision where your initial reaction wasn't the best choice? As Viktor Frankl wisely said "Between a stimulus and a response, there is a space. And, within that space, you can choose to be who you are." Leadership exists within this space—the moment between challenge and response. Every leadership moment emerges from interaction—with a colleague, a crisis, a system, or even oneself. A crisis erupts, and leaders must choose between panic and clarity. A team member underperforms, and leaders must decide between judgment and understanding. A company is caught between profit and purpose.	**Transforming Lean Supply Chains with Digital Twins: A Quality Professional's Perspective** Speaker: Priyank Patel Main Message: - The main takeaway is that digital twins are essential tools for realizing lean supply chain goals such as waste reduction, improved efficiency, improved lead times and enhanced quality. Quality professionals can use digital twins to simulate, monitor, and optimize production processes, ensuring just-in-time manufacturing and real-time adjustments. This integration of digital twin technology leads to more responsive and agile supply chains that meet customer expectations.
12:00pm – 12:45pm ET	**Best Practices for performing Gap Analysis Audits** Speaker: Tariq Masud Gap Analysis is a planning process that is typically used to compare a current state to a desired future state. The difference between the two states is called the "gap" which is typically described in terms of the improvements that are required to achieve the desired state or else as the potential risks that may exist in the present state which need to be addressed. This presentation will cover the post analysis steps and suggest how to present the results of the Gap Analysis audit. This includes the various formats in which the results of gap analysis can be presented.	**Building an effective culture of quality in organizations** Speaker: Qiuping Yang An effective culture of quality is foundational to organizational success, driving consistency, customer satisfaction, and long-term competitiveness. Establishing such a culture requires deliberate alignment of leadership commitment, employee engagement, systemic processes, and continuous improvement. This summary outlines systemic frameworks for building a culture of quality.	**AI Roadmap for Pharmaceutical Healthcare: Validation, Compliance, and Breakthrough Innovations** Speaker: Lalitha Amarapalli Artificial intelligence (AI) is reshaping the pharmaceutical healthcare sector at an unprecedented pace, offering powerful tools for drug discovery, manufacturing, supply chain optimization, and post-market surveillance. However, bringing AI solutions to fruition while meeting rigorous regulatory requirements is anything but simple. This presentation provides a structured roadmap for developing and integrating AI in pharmaceutical processes, with special focus on validation, compliance, and groundbreaking applications.

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Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
1:00pm - 1:45pm ET	**WIIFM (What's in it for me?): WHY should I get behind your continuous improvement/lean journey?** Speaker: Melissa L Sherman What's in it for me? (WIIFM). Why should I get behind your continuous improvement/lean journey? One of the biggest challenges I have seen in the workplace is the "WHY" we are doing this. As a organization it seems to be more of a directive versus a "what's in it for me". Once this WHY is explained to the employees, they are more open to buy-in and join the journey.	**What Is Part of Our Project?: Tools for Requirements Gathering and Management** Speaker: Zac Jarrard Requirements are an essential part of project delivery. Poor requirements gathering and management could result in bad implementation, frustration, and project failure. There are several tools project managers can use to successfully gather and monitor requirements throughout a project lifecycle. This session will 1) examine the purpose of requirements 2) provide tools for gathering and managing requirements 3) share lessons learned from experience.	**Ensure Your Charts Are Worth a Thousand Words: Improve Communication Using Clear Graphics** Speaker: Jameson Marriot Few things can be as deflating as when your ideas fall flat. Graphics and charts are important tools in communicating effectively. They are usually the fastest way to communicate KPIs, statistical analyses, and exploratory data analysis (EDA); however, too often the message is obscured by poorly constructed charts. In this presentation we will learn to apply best practices to common charts such as line, bar, and scatter plots.
2:00pm - 2:45pm ET	**Developing a Tailored Quality Management System for Construction: Addressing the Pitfalls of Misapplied Frameworks** Speaker: Mason Masoumi, P.Eng, M.Eng The construction industry in Canada is experiencing significant growth, particularly in metropolitan areas such as the Greater Toronto Area, Metro Vancouver, and Greater Montreal. While the residential sector has slowed due to federal and provincial economic policies following the COVID-19 pandemic, public construction projects have taken a pivotal role in sustaining economic momentum. In this growth, maintaining high-quality standards in construction projects has become increasingly crucial. However, a significant challenge in the industry is the improper adaptation of Quality Management Systems (QMS) originally developed for manufacturing and service sectors. The indiscriminate replication of these frameworks leads to ineffective quality control measures, misaligned Key Performance Indicators (KPIs), and difficulties in achieving construction-specific compliance and performance standards, which more or less we can see the consequences in delivery of public private partnership and major construction projects in Ontario.	**Embracing Change to Win or Dooming Yourself to Fail?** Speaker: Luis G Morales As experienced and even certified change practitioners, we are well-versed in the essential elements of successful organizational change management (OCM) efforts. However, there have been occasions when we failed to heed our advice and neglected to plan, dooming ourselves to failure from the beginning!	**Harnessing the Power of Smart Manufacturing: Effective Implementation and Long-term Success** Speaker: Girish Kumar Gopalakrishnan Smart Manufacturing projects present unique challenges due to their reliance on emerging technologies that often lack standardized solutions or widely recognized best practices. The novelty and complexity of these technologies can make it difficult to find a one-size-fits-all approach, and the high costs associated with implementing these solutions can be a significant hurdle. Convincing management to invest in such technologies requires a well-crafted value proposition that clearly demonstrates the potential benefits and return on investment.

Thursday Program – July 24, 2025

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10:00 am – 11:00 am ET	Opening remarks by Conference Co-Chairs and Keynote: **Navigating the Invisible Forces that Drive Successful Teams** April Thomas and David Larsen, Conference Co-Chairs, Dr. Nicole Radziwill, Keynote speaker

Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
11:00am - 11:45am ET	**Continuous Improvement using a Systems Model and the BEST method** Speaker: Grace Duffy The Lake County, Florida, Supervisor of Elections office utilizes the BEST method and the Best Practice Elections Operations systems model to validate its best practice in-person election day operations process. This presentation will provide an explanation of how Lake County, Florida, uses the standard and process assessment to identify a best practice, including process improvement opportunities.	**The Cost of Quality** Speaker: Denis Devos The Cost of Quality (COQ) is a powerful way to measure the effectiveness of a Quality Management System in a single metric. This presentation will explain the basics of the Cost of Quality model and how to calculate the costs of conformance and non-conformance. One very common complaint from engineers and quality practitioners is that they aren't able to convince senior management to provide funding for their initiatives. By speaking the language of business, one can show the pay-back potential using the 'free money' that a reduction in external failure costs provides. Through informative explanations and illustrative examples, this presentation will be an ideal introduction to the Cost of Quality metric and how it can benefit your organization.	**Connected, Smart & Automated Quality: The Future of Smart Manufacturing & Compliance** Speaker: Dr. Imran Ahmad Rana As FMCG manufacturers navigate an era of increased regulatory scrutiny, digital transformation, and global competition, traditional Quality Management Systems (QMS) relying on manual inspections and reactive problem-solving are no longer viable. This case study presents a strategic Quality 4.0 roadmap leveraging AI-driven defect detection, IoT-enabled real-time monitoring, and blockchain-powered compliance automation to revolutionize compliance, operational efficiency, and cost-effectiveness in a highly regulated manufacturing environment.
12:00pm - 12:45pm ET	**How to develop sustainable construction projects** Speaker: Dr. Abdul Razzak Rumane The construction industry makes an important contribution to the competitiveness and prosperity of the economy. Construction plays an important role in our drive to promote sustainable growth and development. Buildings are responsible for almost half of carbon emission, half of our water consumption, about one third of landfill waste and one quarter of all raw materials used in the economy.	**Supplier Risk Management: How to Set Yourself Up for Success** Speaker: Katie Armstrong With geopolitical and climate tensions rising higher than ever, supply chain risk management is coming to the forefront as a critical strategy for success for many companies. The key to truly mitigating risk at your company comes from engaging with all teams in the organization to get a true understanding of where the risk lies. You need to understand factors such as your customer's priorities, which materials are critical according to your R&D and production teams, and where you can afford to spend from your finance team. Creating a well-informed risk management strategy will help your company be resilient in the face of an increasingly unstable market.	**AI Adoption Journey: Governance, Challenges and Strategies** Speaker: Shruti Patil As artificial intelligence rapidly transforms organizational operations, government agencies and public sector organizations face unique challenges in implementing AI solutions while maintaining ethical standards, ensuring compliance, and delivering citizen-centered services. This session provides a comprehensive roadmap for navigating the AI adoption journey from initial assessment through successful deployment. We will delve into the critical aspects of AI governance, uncover the potential challenges organizations face, and learn about effective strategies for successful AI integration. Whether you are a business leader, IT professional, or simply curious about AI, this session will provide valuable insights to help you navigate the complexities of AI implementation. Key content areas to be covered will be understanding the fast changing AI landscape, essential governance framework components, strategic implementation process covering readiness assessment, champion identification, system evaluation, pilot deployment demonstrating real-world case studies, risk mitigation strategies and more. Drawing on their expertise in Lean Six Sigma, project management, and data analytics, the speaker will provide a well-rounded perspective on navigating the complexities of AI adoption, especially in the public sector.

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Time	Track 1 – Cutting EDGe Practices	Track 2 – Process Excellence	Track 3 – Digital Transformation
1:00pm - 1:45pm ET	**How to Start a Sustainability Program using the 5T Framework** Speaker: David Saunders This workshop will walk you through a "how-to" checklist for starting a sustainability program. The checklist was published in the May 2023 issue of ASQ's Quality Progress, titled "Expert Answer: How will climate change affect company stock?" This team approach, labeled 5T, is similar to Six Sigma, PDCA, SPC, and QFD in that new knowledge is followed by actual projects.	**Supply Chains: Five-Fold Reconciliation** Speaker: Daniel Zrymiak The purpose is to show how a robust supply chain should be successfully reconciled across five sources of information: Approved Vendors, Master Agreements, Transactions, Deliveries, and Payments.	**Optimizing Analytic Dashboard Environments** Speaker: Ron Synakowski This presentation explores the application of Lean principles to optimize analytic dashboarding environments, focusing on the benefits of continuous monitoring and automation tools.
2:00pm - 2:45pm ET	**Adapting Lean to Drive Sustainability into the Supply Chain** Speaker: Russell Snyder This session will give participants the skills and examples of Lean adaptations to drive sustainable waste reduction into the supply chain. They will be able to calculate the impacts of waste reduction in the supply chain and consider natural resources that generate Green House Gasses (GHG) a waste worth reducing.	**Voice of Customer (VoC) to Voice of Manufacturing (VoM): Closing the Gap for Exceptional Product Quality** Speaker: Hardikkumar Patel In today's competitive market, where numerous products are launched annually, companies must ensure their products exceed consumer expectations. This goes beyond quality; it requires creating intuitive solutions that effectively address customer needs. A strong brand and consumer loyalty stem from actively listening to the Voice of the Customer (VoC).	**Build Buy-In, Increase QA's Perceived and REAL Value** Speaker: Robin Goldsmith Is QA being challenged in your organization? Many QA groups have been dissolved recently under the (hopefully-mis-)impression that developers can do all needed testing. Such attitudes reflect a failure to buy into QA's value, usually because the QA specialists have not successfully communicated their value, or (perhaps more often than recognized) because QA has not delivered claimed value. This interactive session explains how to deliver and communicate value the business can buy into. • How businesses define and measure value • Translating quality into business terms • Making sure your QA in fact delivers value the business